Hire Education – Trisha Gee & Dan North

- As a recruiter
  - Who is your audience?
    - National Women's Day
  - What is your message?
    - What makes you different?
    - Why do I want to work with you?
    - Do you understand the role?
  - Tune your message
    - Military vocabulary?
      - Crack team
      - Elite squad
      - Ninjas
    - Macho vocabulary?
      - Kicking ass
      - Rock Stars
    - Inclusive vocabulary?
      - Collaborating
      - Challenging business problems
  - Where are you advertising?
    - Technical magazines?
    - What obout Marie Claire?
  - What is your process?
    - Diminishing return
- As an interviewer
  - What outcome do you want?
    - Good experience
    - You are sure
    - Candidate is sure
  - Frame the conversation
    - non-specific duration
    - two-way
    - You decide too...
  - Two questions
    - Smart enough?
    - Want them on your team?
    - Be realistic!
  - "Don't hire yourself"
    - Be aware of prejudices
  - Evidence!
    - Experiential
    - Hypothetical
    - Credential
    - Opinion
  - Examples
    - JCA
    - "I'd sack him"
  - Before
    - Phone screen
    - Coding exercise
      - Solve this problem
      - Clean up this code
  - During
    - Role play
      - Negin
    - Pair programming
    - "Walk a mile"
      - stay for the day!
    - Whiteboard problem-solving
    - Don't forget the formalities
  - After
    - Feedback up and downstream
    - Follow up promptly
    - If no, provide feedback
      - "Growing edge"
      - Avoid "pity hiring"
- As a candidate
  - It's a buying conversation
    - Speak to real people
    - See the office
    - Explore the culture
  - What job do you want?
    - towards
    - away from
  - Public persona/brand
    - LinkedIn
    - github
    - Social media
      - blog
      - twitter
      - ...
    - communities
    - conferences
  - Research the company
- As a coworker
  - Make them welcome!
  - Integrate into the culture